

# Public Information And Education Plan

State of Wisconsin 2006



## **STATE of WISCONSIN Federal Fiscal Year 2006**

### **PAID MEDIA PLAN**

#### Click-It or Ticket

May-June, Memorial Day 2006

Our Click-It or Ticket mobilization will be in May and early June of 2006, spanning the Memorial Day weekend. The WI media message will be of our own development, but will use the national Click It or Ticket message

We will target the lowest attainment groups in safety belt use – young males, 16 – 25 (approx) and pick-up drivers. The campaign will target influencers (peers, significant others, parents, etc.) of these target young men as well.

#### Rural Safety Belt Initiative

April-May 2006

We will participate in the special Rural Safety Belt Initiative for two weeks prior to the broader Click It or Ticket campaign. This will also target young males, but in Wisconsin rural areas. High-density urban areas, especially the Milwaukee County area, will be avoided. Due to low population size and the difficulty of separating subpopulations for special targeting in rural areas, the emphasis on young men of color will not be pursued in the rural campaign. The message in this campaign will be the same as that used in the regional campaign, but with a Wisconsin DOT visual tag at the end.

In both campaigns, primary placement would consist of youth-oriented radio and cable TV programming, with high youth audience and selected broadcast TV programming. We will select a contractor to conduct both pre-campaign and post-campaign surveys. Survey samples will consist of random telephone and face-to-face interviews. The post-campaign survey will also include an observational survey to evaluate safety belt use.

#### You Drink and Drive. You Lose

August-September, Labor Day 2006

We will participate in the NHTSA “You Drink and Drive. You Lose.” Mobilization in August and September, spanning the Labor Day weekend. Again we will have developed an approved Wisconsin message that will use the NHTSA national message.

Our primary audience is drivers between the ages of 21 and 35 with an emphasis on males. The campaign will also seek to appeal to the wives, girlfriends and peers of the young males in the target audience. The message will highlight the probability of arrest for an impaired driver.

Most media placements will be in cable TV, which specifically appeals to the target audience, sports, NASCAR racing, SPIKE TV, professional wrestling and other outlets with this target demographic. Radio coverage will focus on sports, talk, country and young contemporary music.

We will select a contractor to conduct pre and post-campaign surveys by both telephone and personal interviews.

Click-It or Ticket  
November, 2005

We will conduct a four-day rural mini-mobilization in November. This will be a scaled down version of the May mobilization using the same message and targeting the same group of drivers. We propose to sensitize young, male drivers to the dangers of driving without safety belts during the holiday season.

Our message will be the same one developed for the May mobilization. . Targets for paid advertising will be the same as for the May mobilization.

PI&E PLAN						
Material & Activity Development and Distribution						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
06-02-02	OP PI&E	150,000	40,000	120,000	310,000	75,000
06-03-05	OWI PI&E (402)	250,000	5,000	100,000	355,000	125,000
06-41-01	OWI PI&E (410)	100,000	2,000	10,000	112,000	50,000
06-78-01	OWI PI&E (163)	150,000	2,000	12,500	164,500	75,000
06-41-01	Youth PI&E (410)	50,000	10,000	20,000	80,000	25,000
06-04-02	Speed PI&E	75,000	20,000	50,000	145,000	37,500
06-06-02	EMS, Trauma Syst PI&E	130,000	7,000	7,000	144,000	65,000
06-07-02	MC PI&E	55,000	2,000	3,000	60,000	27,500
06-09-02	Ped/Bike PI&E (402)	100,000	4,000	50,000	154,000	50,000
06-78-09	Ped/Bike PI&E (163)	25,000	0	6,000	31,000	12,500
06-10-02	PI&E Management	60,000	2,000	10,000	72,000	15,000
06-10-02	Community PI&E	150,000	10,000	75,000	235,000	75,000
06-10-02	TSR-Publication	50,000	10,000	10,000	70,000	25,000
Totals		1,345,000	114,000	473,500	1,932,500	657,500

Paid Media						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
06-02-05	OP Paid Media (402)	250,000	2,000	20,000	272,000	125,000
06-02-07	OP Paid Media (157)	250,000	2,000	20,000	272,000	125,000
06-02-07	OWI Paid Media -157	400,000	5,000	25,000	430,000	25,000
06-41-08	OWI Paid Media (410)	0	0	0	0	0
06-78-02	OWI Paid Media (163)	150,000	5,000	5,000	160,000	75,000
06-04-07	Aggression Pd Media	150,000	5,000	25,000	180,000	75,000
Totals		1,200,000	19,000	95,000	1,314,000	425,000